



NAICC NEWSLETTER

Vol. 4 No. 6

The National Alliance of Independent Crop Consultants

July 1990

"The Voice of the Professional Crop Consultant"

New Competition on the Horizon:

Your Tax Dollars at Work

By Dan Bradshaw, President

Time out!

Although I know most of you have been extremely busy in the field, with hardly enough time to catch a breath, it's time to take a break. It's not enough any more to do the best possible job for your clients and run your business in a professional manner. We also must become political activists. Otherwise, our profession may be threatened.

I'm referring to yet another proposal for the farm bill that could affect our future. As it now stands, the House version of the bill would set up government subsidized competition for all private consultants. If adopted, this version will establish an IPM office under the USDA Assistant Secretary for Science and Education, and IPM programs will be undertaken nationwide. Funding of \$40 million a year will be authorized for public research and Extension projects.

**" We must act at once
to reverse this
alarming trend. "**

This type of program has been in the works for several months, so I guess we shouldn't be surprised. The only surprise is that such an idea would even be considered with the ag budget situation in its current state.

Many of you probably remember this same type of program from years ago. In fact, it was a push for IPM pilot programs in the early and mid-1970s that drove crop consultants nationwide to unite and indirectly led to the founding of NAICC. In all fairness, those pilot programs did introduce the concept of IPM to a wider audience. However, many of them were established where IPM services were already being provided and merely served to provide government subsidized competition for private practitioners.

Crop consultants have outlasted many of these programs by having the flexibility to do a better job than

(See Competition, next page)

What Farmers Want From A Consultant

By Robroy D. Fisher, Mississippi Farmer

(Excerpts from his address to the Mississippi Agricultural Consultants Association.)

When I started farming in 1948, pesticide application consisted of a mule with a man on its back carrying a stick across his shoulders. The stick had a bag of sulphur tied to each end, and the man would shake the stick, spilling sulphur dust onto the cotton to kill aphids, or lice as we called them then. If you were really sophisticated, you had a back strap blower that a man carried through the field, cranking dust onto two rows at a time.

In 1957, I moved to Lake Washington and found out that boll weevils would eat you alive. I was told I needed to hire a "bug man" and was directed to the best in the business. In the process of making his recommendations, he would pull so many squares, I was afraid he was ruining my crop.

We have come a long way, baby! Today's "bug men" are graduate entomologists who are licensed in most states and are now called consultants. Applicators are licensed also, and technology has become much more sophisticated. Cotton farmers pay a consultant \$4 or \$5 an acre to make recommendations that result in expenditures in some cases of upwards of \$100 per acre.

This money is spent, not in hopes of a yield increase but of preventing a yield decrease of one-half to one bale per acre. This says to me that the partnership of the farmer and his consultant is the most important component of his entire farming operation.

Since you asked me to speak on this panel, I assume you want me to represent farmers, so please remember that my remarks are "generic" and not directed at any particular consultant. I base what I will say on the experiences of many farmers over the years and on conversations I have had with them about where we must go from here.

It is understood that consultant-farmer relationships run the gamut from the one where they pore together over the scouting report, assess the options, and arrive at a course of action to the "relationship" where the farmer directs the consultant merely to call the applicator and tell him where, when, and how much to spray. If I were

(See Farmers, page 3)

Competition (cont.)

could be expected from government employees faced with multiple layers of bureaucracy. We have proven again and again that the private sector can provide better service at very little cost to the government.

This reality, however, does not prevent more of the same types of programs being implemented with even more sizable infusions of our tax dollars. They are being justified as "*in the public interest.*" Certainly independent crop consultants agree that IPM and ICM *in practice* are in everyone's best interest. The problem is that too often they have been used as buzz words to justify greater expenditures of our tax money.

A proposal from the Agricultural and Food Policy Center (more of your tax dollars at work) would have IPM evolve into Integrated Environmental Management (IEM). A number of very interesting things would happen in this expansion process. According to the report, "*an expanded IEM staff... would supplement the existing IPM staff... Extension would provide an early warning system for the existence of pest problems... Appropriate alternative remedies would be prescribed considering the overall program objectives.*" The program objective is to reduce the amounts of fertilizer and crop protection chemicals by previously targeted amounts.

The proposal continues, "*Field monitoring would be done, as prescribed, by farmers and independent operators or by private consultants trained and certified by Extension.*" (Italics mine.)

The same type of thinking has been showing up in a number of other proposals for policy consideration. The consistent and very troubling theme is this: Government knows best and can solve all of agriculture's problems. All that's needed are more money and people.

The NAICC leadership felt it imperative that the role of the private sector be outlined and given recognition. We also felt that several true governmental responsibilities are being sorely neglected. These positions were outlined in the paper presented to the Board on Agriculture, National Academy of Sciences this spring. Unfortunately, there is not enough time for our position paper to have maximum impact on the pending farm bill proposals. That means each one of us must act individually to try to reverse this alarming trend.

Call your congressional representatives and let them know that expanded IPM pilot programs are not needed and will be counter-productive. Let them know what is already being done by the private sector, particularly by independent crop consultants. They should recognize that a good relationship now exists between Extension, crop consultants, and farmers. This proposal, if adopted, would erode that relationship. Extension will become the enforcer for government-mandated programs rather than a trusted adviser for farmers and agriculture.

I plan to call my Congressman's office first thing

Monday morning to find out more details and express my concerns. Well, I'll call as soon as I check that fields of William's for armyworms. And those three fields for sorghum midge. And there are still those two fields with a grass problem...

I guess I'd better call first or it will be put aside until the pressure of the season starts to slack up. By then the farm bill game might just be over and all the calls in the world will do no good.

NAICC Retains Marketing Assistance

Great Lines Inc., a public relations and marketing consulting agency with offices in Memphis, San Francisco, and Sewanee, Tenn., has been retained as marketing agency of record for NAICC. Daney Kepple, a long-time affiliate member of the Alliance and former chair of the Public Relations Committee, will serve as account manager.

"The NAICC is at a critical crossroads," said President Dan Bradshaw in announcing the action. "*For the first time we have the ear of policy makers in Washington. They understand our mission and view us as the best source of objective information for farmers who are seeking to provide safe food at a reasonable cost with a minimum of disruption of the environment.*"

"While we have the greatest opportunities ever, our organization has been stretched past reasonable limits in terms of financial and human resources," Bradshaw added. "*We have volunteers putting in 40 hour weeks for the Alliance in addition to running their own very demanding consulting businesses. And our financial situation is barely at the break-even point. I think the Board would have been remiss had we not taken action to improve these areas.*"

Great Lines is charged with responsibility for marketing activities, including membership campaigns in all categories and revenue-producing areas of the annual meeting to be held in Orlando in November. The agency will also take over writing and editing responsibilities for the monthly newsletter which will continue to be published by the executive vice president.

"This arrangement with the NAICC is a first for us," said Kepple, explaining that most of Great Lines' clients are corporations. "*It was clear that the Alliance can't afford our normal fee structure, yet the scope of the work to be done is far beyond what we could handle on a volunteer basis. Since we are charged with increasing revenues, it seemed to make sense that our fees should come from the increases, so that's the arrangement we negotiated with the Board. If we don't meet the goals they established, we don't get paid. If we do meet the goals, both groups benefit.*"

Bradshaw adds, "*There's no way the NAICC can lose from this arrangement, and we stand to gain a great deal. I believe the results will be apparent to the membership, and I urge them to let us have their input.*"

Farmers (cont.)

a consultant in the latter position, I would have ulcers from my exposure and grave concerns over whether my client would be in business the next year.

Consultants and farmers have all had to grapple with the problem of shrinking farm profits in recent years. Your need to feed your family has left you with two unattractive choices: either increase your charges to your farmer clients at a time when you are having a hard time collecting what they already owe you, or increase your acreage. Unfortunately, many consultants have been forced into that second choice, and it seems to be causing problems between some consultants and farmers.

Many farmers today seem to feel concerned that they are not receiving the thorough field-by-field scouting that they feel they need and are paying for. A typical discussion might go this way:

Farmer: Are you getting control?

Consultant: Yes.

The next question often goes un verbalized but exists in the minds of most farmers: Could you get control for less money?

All too often the remark is made, *"With the stakes so high, the consultant has to protect himself."* You should demand that your grower clients share some of that responsibility. Over the years, more and more farmers and consultants have taken the safe route. That was okay when our crop protection chemicals cost \$3 to \$5 an acre but is no longer economically feasible at \$8 to \$10 per acre. We must find ways to maximize returns while minimizing inputs for both economic and environmental reasons.

The days of spot checking and blanket recommendations are like a dying quail. Your farmer customer is of necessity going to demand more of your time. This will mean less acreage for you and higher cost per acre for the farmer. If I were in your shoes, this would be good news because it will lead to less wear and tear on your vehicles and probably a more efficient operation and fewer hours on the job.

One farmer friend of mine told me recently, "I have written a letter to my consultant to tell him of my needs for the next crop year. I want a field-by-field check in enough detail that he can make recommendations by field or even portions of a field. If he spends enough time to make these recommendations with confidence, he will pay for himself and save me a lot of much-needed money.

"I have informed him of my needs and I expect him to respond with his needs. Then we can arrive at an equitable solution for both of us."

If in the process of stating the case I have offended any individual, I assure you it was unintentional.

Bill Blair Appointed To NAICC Board Of Directors

President Dan Bradshaw has appointed Bill Blair, JBC Consulting, Inc., Circleville, Ohio to the Board of Directors, filling the unexpired term of Larry Emerson. Blair, candidate for president elect in 1989, brings to the Board a valuable background in Washington politics and integrated pest management policies.

The Board regretfully accepted Larry Emerson's letter of resignation. Emerson has had increasing time demands from his crop consulting and contract research operation. He explained, *"I have not been able to devote the time to my NAICC obligations that is required while, on the other hand, I have always believed that one should give to the profession that has given me so much. This dilemma has caused me much agony."* Emerson will continue to be an active, supportive member.

The Board will miss his thoughtful and valuable insight and wishes him the best in his other endeavors.

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NEW MEMBERS

Voting

Robert Boehle, B.S. (Agriculture)

Boehle Consulting
1403 E. Lafayette
Bloomington, IL 61701
Office 309-663-5076 Home 309-828-2483
Began business 1965
Services: Soil sampling, fertilizer recommendations, tissue analysis & interpretation, tillage recommendations, crop scouting, water analysis, herbicide residue.
Crops: Corn, beans, wheat, alfalfa, popcorn, turf.

Billy Bradford, M.S. (Entomology)

Bradford Agri. Lab
Rt 1, Box 106
Vaughan, MS 39179
Office 601-673-9114 Home 601-673-9114
Began business 1979
Services: Insects, soil fertility, soil analysis, plant analysis, plant phys.
Crops: Cotton, soybeans, milo, corn.

Roger L. Butts, B.S. (Animal Science)

Agro Serve Consulting
457 Lawwill Road
Peebles, OH 45660-9752
Office 513-587-2062 Home 513-587-2062
Began business 1975
Services: Soil fertility recommendations, tillage recommendations.
Crops: Corn, soybeans, small grains, forages, fruits, vegetables, tobacco.

James P. Clower, M.S. (Entomology)

Clower Consulting Service
Rt. 1, Box 185
St. Joseph, LA 71366
Office 318-766-4709 Home 318-766-4709
Began business 1982
Services: Insects and weeds.
Crops: Cotton, soybeans, milo, wheat, corn.

Phillip D. Cochran, B.S. (Agriculture)

Affiliated With: Brookside Farms
R #6, Box 200
Paris, IL 61944
Office 217-465-5282
Began business 1982
Services: General soils work, analytical, mapping, compaction identification and prevention, tillage recommendations.
Crops: Corn (field popcorn, seed corn), soybeans, green beans, wheat, alfalfa, peas, sorghum, canola.

Gary W. Cross, B.S. (Ag Education)

1333 West Longley
Harrisburg, IL 62946
Office 618-252-2283
Began business 1985
Services: Recommendations on fertility and pest control.
Crops: Corn, soybeans, grain sorghum, wheat.

Galen E. Frantz II, B.S. (Biology/Entomology)

Glades Crop Care, Inc.
1415 Greenwood Ave.
Lehigh Acres, FL 33936
Office 407-746-3740 Home 813-369-7027
Began business 1981
Services: Scouting, contract research, consulting.
Crops: Vegetables, ornamentals.

David W. Genereux, B.S. (Agronomy)

Centrol, Inc.
211 Lincoln Ave.
Crookston, MN 56716
Office 218-584-5107 Home 218-281-7320
Began business 1983
Services: Crop planning, field monitoring, soil testing, fertility mgt.
Crops: Sugar beets, wheat, barley, corn, oats, flax, soybeans, sunflowers.

Paul Gerard Haag, B.S. (Agronomy)

Centrol
5282 Missouri Rd.
Marshall, WI 53559
Office 608-643-2454 Home 608-655-3797
Began business 1986
Services: Ag Consulting, full farm, fertility, monitoring.
Crops: Alfalfa, corn, soys, small grains.

Gregory F. Kerr, B.S. (Entomology)

Centrol
P.O. Box 374
River Falls, WI 54022
Office 715-672-8304 Home 715-425-8447
Began business 1981
Services: Fertility, scouting, crop planning, assistance with SCS farm plans.
Crops: Corn, alfalfa, small grains.

Lynn H. Maass, B.S. (IPM)

Crop Patrol, Inc.
RR1, Box 41
Corona, S.D. 57227
Office 605-432-5640 Home 605-432-5640
Began business 1981
Services: Soil testing, crop planning, field scouting, pesticide recommendations.
Crops: Wheat, corn, soybeans, barley, oats, dry beans, sunflowers.

C. Robert Rodabaugh, B.S. (Animal Science)

Ag Tech
3060 Quapaw, Rt # 6
London, OH 43140
Office 614-296-4410 Home 614-852-3490
Began business 1976
Services: Management related to production.
Crops: Alfalfa, corn, soybeans, wheat.

Richard J. Scholl, B.S. (Agronomy/Soils)

Scholl's SPAN Agri-Services, Inc.
N6549 Moraine Dr.
Sussex, WI 53089
Office 414-538-1630 Home 414-538-1850
Began business 1975
Services: Fertility, tillage, crop planning, environmental testing.
Crops: Alfalfa, canning crops, corn, soybeans, turf.

New Members (cont.)

Charles D. Spallinger, B.S. (Agronomy)

14646 Harris Rd., Rt. 6
Defiance, OH 43512
Office 419-395-1800 Home 419-395-1800
Began business 1981

Services: IPM (optional); soil testing and recommendations, mapping; manure, water, tissue and herbicide analysis; forage and grain testing.
Crops: Corn, soybeans, wheat, alfalfa, tomatoes, potatoes, carrots, onions.

Patrick W. Weddle, M.S. (Entomology)

Weddle, Hansen & Assoc., Inc.
P.O. Box 529
Placerville, CA 95667
Office 916-622-9061 Home 916-622-6438
FAX Number 916-622-0407
Began business 1975

Services: IPM monitoring and management consulting, irrigation scheduling, nutrient management, training, expert testimony, policy analysis.
Crops: Pears, apples, wine grapes.

Gerald E. Wolfe, B.S. (Agronomy-Seed Technology)

Wolfe Consulting Services, Inc.
10 Memorial Drive
Boyle, MS 38730
Office 601-843-2821 Home 601-843-2821
Began business 1961

Services: Weed Control, insect control, disease control, water management, fertility, nematode and soil nutrient recommendations, seed testing lab.
Crops: Rice, cotton, soybeans, wheat, corn, grain sorghum.

Sustaining

Brookside Farms Lab. Assoc., Inc.

Contact: Brent J. Stombaugh
308 S. Main
New Knoxville, OH 45871
Office 419-753-2448 FAX 419-753-2949

Mairs Ag Consulting

Contact: Loren K. Mairs
Box 202
Edinburg, ND 58227
Office 701-265-5525 Home 701-993-8130

Record Attendance Expected at Orlando Meeting

Consultants who want to sharpen their professional skills and have a voice in the national events affecting agriculture should circle November 8-10 on their calendars. Those who want to treat their family to a Walt Disney World vacation should do the same thing. The twelfth annual NAICC meeting will be held at the Grosvenor Hotel, located on the grounds of Walt Disney World Village in November, and it promises to be the biggest and best ever.

The program will address virtually every issue of concern to crop consultants. Up-to-the-minute information on contract research, insect resistance management, biotechnology, and new product registrations will update members' professional skills. A special seminar on ethical issues will be conducted by Dr. Laurence Hawkins, ethics specialist with Blanchard Training and Development, Inc. the company founded and still chaired by Ken Blanchard of One-Minute Manager fame.

The theme of this year's meeting is "*A Challenge to Lead.*" Dr. Charles Benbrook, Director of the Board on Agriculture of the National Academy of Sciences will present the keynote address entitled, "*How Private Agricultural Consultants Can Best Lead.*"

A session devoted to the crop consultant's leadership role in food and environmental safety will feature speakers from the EPA as well as prominent agriculturalists such as Thomas Morgan, Director of Corporate Communications for A. Duda & Son, the world's largest producer of fresh market vegetables. A visit to the Duda operation and packing house will provide a peek at Florida's famed agricultural production system.

Traditional events such as the annual awards banquet are joined this year by a special **issues breakfast** where prominent practicing consultants will lead discussions on a variety of topics. Several experts will offer guidance on how to position a business for leadership.

On the "*fun front*," will be a behind-the-scenes tour of Walt Disney World and the Luau Banquet which will feature flame jugglers, hula dancers, Disney characters, and roast suckling pig. Families are welcome at this evening of fun and fantasy which will be staged in the tropical environment of the Grosvenor pool.

"*We're really excited about this year's program, and we're expecting record-breaking attendance,*" says Madeline Mellinger, president elect of the organization and chairman of the overall meeting committee. "*I firmly believe the lineup offers something for everyone.*"

A special convention rate of \$95 per day has been negotiated with the hotel, where regular rates start at \$150. "*Anyone who has ever tried to get a room in Orlando during the season knows they are hard to get at any price,*" Mellinger adds. "*We are expecting many consultants to arrive early and stay late to take advantage of the numerous educational and recreational opportunities the Orlando area offers.*"

Registration packets will be mailed to the newsletter circulation list later in the season. Those wishing to secure reservations early are urged to call the hotel directly at (800)624-4109. "*We're sure the hotel will sell out, so I hope people will call early,*" says Mellinger. "*I would hate for anyone to miss this opportunity.*"

NAICC BOARD MEETING SUMMARY

5/26/90 - 5/27/90

Kansas City, MO

By Richard Wildman, Secretary

NAICC Board meetings tend to be marathon sessions, starting early and lasting late. The one held Memorial Day week-end in Kansas City was no exception. Beginning with an informal round table discussion on Friday evening, sessions continued throughout Saturday and most of Sunday.

Treasurer's Report

Year to date income: \$32,800.23
Year to date expenses: \$29,394.57
Net income: \$3,405.66
Education fund balance: \$528.31

Membership

As of May 23, 1990, there are 145 voting members, 23 affiliate members, 29 sustaining members, and 10 members in other categories resulting in a total membership of 207. In addition, there are currently 303 Alliance Builder Campaign prospects that have been contacted with membership information. To date, 33 new members have joined in 1990 as a result of the Alliance Builder Campaign.

1990 Convention

Madeline Mellinger assured the Board that both facility and program planning are on schedule (see page 5 for convention details). The organization's first planning manual was submitted by the executive vice president. The Board commended his initiative and efforts and agreed the document will be built upon by the various committees at the conclusion of the annual meeting each year.

Public Relations

The Board reviewed and accepted a proposal from Great Lines Inc. to provide marketing assistance for the Alliance. See page 2 for details.

Governmental Relations

Dan Bradshaw and Madeline Mellinger gave a full report of their trip to Washington. The two Alliance officers and Governmental Relations Committee chairman John Kimbrough had an action-packed five days and established relationships with several powerful government officials. For a full report on their efforts, see the May/June issue of the Newsletter.

Board Administration

President Dan Bradshaw reported that he had accepted with regret the resignation of Larry Emerson from the Board. Emerson explained in his resignation letter that he has embarked on a new business venture and is unable to give the needed time to NAICC affairs. He expressed a desire to serve in a less demanding capacity

for the present, and to receive a Board appointment again in the future. Bill Blair was appointed to serve the unexpired term.

Steering Committee Report

Chairman Jim Ladlie presented the report of the Steering Committee which met May 11 - May 12 in Naperville, IL. The report was accepted with enthusiasm by the Board. See article below.

Steering Committee Sees Rosy Future

Imagine this: 2,000 members of NAICC and an annual budget not far shy of half a million dollars. An office for the Alliance staffed by a full-time executive vice-president. All by 1994.

Optimistic? Sure. Unrealistic? Not according to a visionary committee made up of Chairman Jim Ladlie, President Dan Bradshaw, President Elect Madeline Mellinger, and all the past presidents of the organization.

Of course, anyone can daydream, but the Steering Committee went several steps beyond the pie-in-the-sky stage at its meeting in Naperville, IL May 11 - May 12. At its meeting in Kansas City later in the month, the NAICC Board of Directors enthusiastically endorsed the plan.

The Steering Committee set further directions for the organization. Key among these are stepped-up activity in national affairs, a continued push for national certification of independent crop consultants and the Doctor of Plant Health degree, and affiliation with state consultants' organizations.

It's clear that NAICC is on the move. Expect more information on these subjects in future issues of the newsletter. Meanwhile, any member who would like a copy of the Steering Committee report should contact the executive vice president.

Consultant Gives "Real World" Perspective to USDA

NAICC President-Elect Madeline Mellinger delivered the keynote address at the USDA-ARS Insect Semiochemical Workshop in Atlanta recently. Mellinger, whose invitation came from fellow NAICC member James Coppedge, addressed the topic, "The Need for Alternative Means of Pest Control." Coppedge, a former independent crop consultant from Texas, is now National Program Leader, Field Crop Entomology, USDA.

"I feel sure I was asked to speak at this meeting because James and I both believe strongly that communication between researchers and consultants should impact the development and implementation of research programs," Mellinger says.

The speech was evidently well-received. Coppedge wrote to Mellinger after the meeting, "As a result of your expression of needs, we now have additional research planned on attractants of the pepper weevil, the sweetpotato whitefly, and the diamondback moth. I am also in the discussion stages of initiating a project to develop a food attractant for the fall armyworm."

"There can be little doubt that your presentation had a positive impact on the attending scientists."

We're in the Black...But Barely

By Harold Lambert, Treasurer

Dues are up, expenses are down. So what's the problem?

Since the end of 1989, I have endeavored to analyze more precisely NAICC revenue and expenses. This report is a brief summary of our past and current financial situation.

In 1989, total revenues were \$67,932 while total expenses were \$66,185. So far, so good. However, only \$28,467 of the total income was operating revenues; the remaining \$39,465 came from the convention, education fund contributions, etc.

In the expenses column, \$34,054 were operating expenses, with the remainder attributable to the convention, the educational fund, etc. This indicates an operating deficit of \$5,587. Also note that \$8,597 of 1989 convention expenses and \$2,672 of convention revenue were carried into 1990. Approximately \$3,500 of 1990 member dues and \$3,400 of sustaining member dues were received late in the year, putting further pressure on our weakened cash flow situation. In fact, NAICC finished 1989 in the black for two reasons: cash basis accounting, and the fact that we carried forward almost six thousand dollars of convention expenses.

Cost savings have always been a priority for the Board. NAICC operating expenses estimated to be \$7000-\$8000 over the past year have not been incurred simply because individual members have been covering them. The following have contributed to artificially low operating expenses totals for NAICC:

--Numerous members working on committees and NAICC-related matters have paid for telephone calls, postage, copying, clerical help, etc., from their pockets.

This is a great help, the kind a growing organization needs from devoted members to make it strong.

--The Steering Committee recently met in Chicago with members paying their own expenses because cash flow projections prohibited the Board from making any commitment to reimburse their expenses.

--Public relations professionals who are affiliate or sustaining members have done "in kind" professional work for NAICC.

--In April, Dan Bradshaw, Madeline Mellinger, and John Kimbrough went to Washington, D.C. at their own expense and accomplished the most successful legislative and governmental relations mission ever for the Alliance.

Other cost savings have resulted from careful management. For example, the Newsletter mailing has been changed to "bulk rate, fourth class" which saves money (but delays delivery). NAICC Board of Directors meetings and conference calls are held only when absolutely necessary. Meetings are always held on weekends to take advantage of air fare price discounts. Complimentary hotel rooms are negotiated whenever possible for further savings.

So far in 1990 (as of May 24), total operating revenues are \$32,800 while operating expenses total \$29,395.

The Board wants to keep the membership better informed of our financial status, and we eagerly solicit your input. How do you feel about NAICC expenses for operation? What about revenue? We call ourselves "independent," but are we? Did you know that at least 80 percent of the Alliance's 1989 revenue originated with corporate sources of some type (sustaining membership, convention sponsorships, etc.)?

There's a plan in place to improve the picture. The annual meeting is expected to be more profitable -- with your support. Professional assistance has been retained to increase voting membership and sustaining membership support from a broader, more diverse group of potential supporters. Continued progress on NAICC certification and professionalism efforts will make enhanced membership a more realistic goal. And we will continue to cut costs whenever possible without sacrificing the goals and potential accomplishments of NAICC.

MEMBERS IN THE NEWS

-- Ag Consultant, May, 1990. Bill Dunavan and Dave Dickerson were listed as certified crop consultants in the article "Nebraska consultants commended for good, safe farming practices." Virgil Jones was featured in "Sugarbeet Production Gets Sophisticated." Mark Steinberg was quoted in "Revving Up Our Bridge Building." Elton Barrett was featured in "In Early, Out Early."

-- Ag Consultant, June, 1990. Earle Raun reported on the recent EPA meeting in "Pesticide Users Advisory Committee meeting." Dave Harms was featured in "Consultants involved in Iowa, Illinois SP53 projects." Brad Buchanan, Jay Johnson, and Robert Ascherman were listed in "Iowa consultants launch association." Dwayne Coulon authored the article "Stinkbugs and Sub Tropical Corn Production." Tucker Miller was featured in "Chlordimeform Replacement Badly Needed." In the Summing Up column Judy Ferguson featured Dan Bradshaw, Madeline Mellinger, John Kimbrough, and James Coppedge under the title "Plant Health Ph.D. - 1995?"

(Cont. next page)

News (cont.)

-- Agrichemical Age, May, 1990 **Dan Bradshaw** and **Deanna Marquart** authored the article "New Age Professionals for a New Agricultural Age."

-- Agrichemical Age, June 1990. **James Ladlie** authored the article "A Pitch for Pay-To-Come: Pay-to-come field days can offer unique perspectives on ag education."

-- Cotton Grower, June 1990. NAICC President **Dan Bradshaw** wrote the article "Let's Raise Our Standards."

-- The Grower, May, 1990. **Pat Weddle** authored the article "IPM and food safety concerns: Pest management programs help compensate for lost chemicals."

WISHING CARL A SPEEDY RECOVERY

NAICC Affiliate member Carl Richgels is recovering from an unexpected second surgery. Carl is with the BASF Corporation and has been very active on several committees, especially the public relations committee. Cards and letters can be sent to:

Carl Richgels
2932 Valley Bunion Way
Raleigh, NC 27613

CALENDAR

July 29-Aug. 1, Soil and Water Conservation Society annual meeting, Salt Lake City, UT. Contact: Tim Kautza 515-289-2331

Aug. 4-8, American & Canadian Phytopathological Societies joint meeting, Grand Rapids, MI. Contact: Joan M. Schimml, 612-454-7250

Aug. 22-23, Midwest Ag Industries Exposition (MAGIE), Danville, IL. Call: 815-427-6644

Aug. 22-27, Symposium on Soil Testing and Plant Analysis in the Global Community, Orlando, FL. Contact: J. Benton Jones, Jr. (404)542-0782

Sept. 25-27, Farm Progress Show, Amana, IA. Contact: Thomas Budd 708-462-2892

Sept. 30-Oct. 3, National Agricultural Chemicals Association annual meeting, White Sulphur Springs, W. Va. Contact: NACA 202-296-1585

Oct. 10-12, Annual Meeting American Society of Agricultural Consultants, Westin Hotel, Dallas, TX. Contact: Frank Frazier (703)356-2455

Oct. 21-26, ASA, CSSA, SSSA Annual Meetings, San Antonio, TX. Contact: 1990 Annual Meetings 608-273-8080

Oct. 28-30, California Agricultural Production Consultants Association (CAPCA) annual conference, Costa Mesa, CA. Contact: Wanda Strew 707-795-0311.

November 8-10, NAICC Annual Convention, Grosvenor Resort, Walt Disney World Village, Lake Buena Vista, FL. Contact: Madeline Mellinger (407)746-3740

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